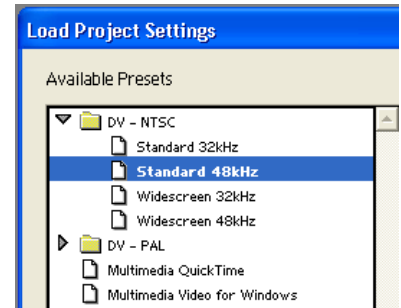


## Commercial Project

**Directions:** In this activity you will produce a 30 or 60 second video commercial for the local business of your choice. Think about using editing techniques that will make the business look good. Remember to focus on the product/service. Don't forget to let the viewer know how to get to or get in touch with the business. You must use the digital camcorder for this project. You may also use cameras, scanners, and stock media.

1. First choose a local business. Have a relative with a business? Try the phonebook or <http://www.columbia360.com/business/default.asp>.
2. Then plan. Prepare a **detailed storyboard** similar to the examples in handouts. Sketch out the scenes and the order you want them in. Give a short description of what happens in the clip...and/or if you know of the special effect or text you plan to add to it. Write down the audio clip and narration you plan to use. Then create a project folder to house the files needed.
3. **Get Feedback--** When finished, find two people that would potentially be an "audience" for the commercial, have them give you feedback on it (2 positive comments and 2 constructive from each). Make changes if necessary.



### Things to consider

- Quality Images of business (still pictures or video clips)...was it cloudy the day you shot your footage? Get different camera angles...
  - Owner of business on video...alternative narrator?
  - Stock video/images/audio...use your resources
  - Text: TitleDeko or Inscriber or Photoshop text images
  - Animated logo? (Flash or After Effects)
  - Transition effects (commercials usually just use "cut" transitions)
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- ✓ Turn in Storyboard, feedback, screen-shot of project folder.
  - ✓ Remember to look over scoring guide (these projects will be peer evaluated using the scoring guide)